

Go Southampton, Southampton's proposed Business Improvement District

APPENDIX 1

BID PROPOSAL OBJECTIVES AND BUDGET

BID Proposals

This document outlines the proposed projects to be delivered by GoSouthampton, Southampton City Centre's proposed Business Improvement District

GoSouthampton BID Operating Principles

- 1) We will always look to add value to the wider work of the City Centre and work closely with other people, including the City Council and the Police. (However BID funds will never be used to offset spending reductions, and the BID will challenge where appropriate)
- 2) We will use the BID's capacity to lever in additional resources - by 2021 the BID aims to secure at least 25% of funding on top of the BID levy.
- 3) We will measure our impact, so that the benefit of the BID is clear in both quantitative and qualitative terms. **GoSouthampton's BID Proposal Pledges**

| Theme | Projects | Summary |
|---|---|---|
| 1 Better City Centre Experience | Cleaner City Centre | Working with our partners <i>we will make sure that our city centre is cleaner and that our pavements and streets are improved.</i> We will do this by increasing standards of street cleaning where necessary, with special emphasis on flagship areas, such as the City walls. We will support greening initiatives such as new planting and micro gardening and encourage all landowners to take better care of their grounds. |
| | Safer City Centre | <i>With the Police and City Council, we will work to achieve a measurable reduction in crime and anti social behaviour, including begging, shoplifting and pedlars.</i> The BID will look to augment the efforts of others, who need to use the powers they have. We will also join in with identification of suspects, improve crime reporting and consider a diverted giving scheme to related charities. |
| | Coordinated and Better Events Programme | <i>We will ensure better co-ordination and enhance the current programme of City Centre events into a better marketed annual programme.</i> Events will be of higher quality, better communicated and will be more strongly marketed both in and outside the City. We will identify new sponsors and look for new partnerships and leverage for increased funding streams, for example working with Culture Southampton. We will exploit new facilities in the Cultural Quarter and in Watermark's City Plaza, adjacent to the City Walls. |
| | Better Transport | <i>We will champion improvements to traffic management & parking, as well as to public transport and transport infrastructure.</i> In the short term we will focus on securing a significantly improved parking experience equal to the best in the private sector. We will also seek to improve the condition of roads and pavements and achieve better bus and train services. In the longer term we will engage strategically at local and regional levels to help secure infrastructure improvements which might include a new traffic signal system, road improvements and better public transport interchanges. |
| 2 Better Marketing and Stronger Businesses | Better welcome | <i>We will ensure that every visitor to Southampton has access to high-quality, real time, and relevant information on where to go and what to do before and during their visit to the City.</i> Our marketing & communications plan will deliver a focal point for the collation and distribution of information, it will also consider an Ambassadors scheme and a hub-and-spoke set of information points. In addition, our significantly-improved digital marketing strategy could include a city centre app and a better Web presence. We will also review all access points - car parks, the station, airport and the port entry - to ensure they are welcoming to visitors and promote the city centre; the ease with which pedestrians can move from these access points to the city centre and around is key so we will work to improve permeability and encourage exploration. |
| | Bigger welcome | <i>We will raise Southampton's profile as a place for business and leisure both nationally and internationally.</i> Southampton has lacked profile as a destination. We will work with partners [who already invest in place marketing] to make sure more people particularly in the City and in the City's 2m-strong catchment area are aware of, and excited by, what Southampton has to offer. |
| | Local and Longer | <i>We will drive new business by encouraging our 33,000 local employees and 20,000 city centre residents to use city centre businesses and by actively promoting the evening and night time economy.</i> At present employees have no direct incentive to stay or use the City Centre after working hours and the number of residents has increased by 70% since 2001. We will introduce an incentive or loyalty scheme, as well as an 'Alive after Five' programme to support the new evening and night-time offer. We will work more closely with cruise businesses, crew, staff and customers, to boost mutual benefit. |

| | | |
|--------------------------------------|---|---|
| | Conduit for Data & Innovation | <p><i>We will act as a hub for the collection and sharing of key metrics on City Centre activity to help support business growth.</i> We will gather and analyse new data sets - such as dwell time, spend, hotel occupancy and satisfaction levels - as well as conducting regular qualitative and quantitative market research. We will feed this data back to City Centre businesses, as well as using it to drive the case for the City Centre in wider forums.</p> |
| 3 Stronger Business Community | <p>Better Economies of Scale</p> <p>Better Voice for Business</p> <p>Developing and Retaining Skills & Talent</p> <p>Investment Opportunities</p> | <p><i>We will develop projects to secure savings for businesses and to increase business-to-business activity.</i> Our 2,500 city centre businesses span the spectrum of sizes and sectors. We will encourage B2B interaction, so that spend is retained within the city. We will encourage sharing of local expertise and innovation. We will also seek opportunities to develop joint procurement arrangements, for example in waste management and energy.</p> <p><i>We will be the advocates for businesses in the city centre, both in addressing day-to-day issues and in influencing new developments.</i> We will monitor routine services being delivered in the City Centre and report / address shortcomings as necessary. Furthermore, the City of Southampton has an extensive programme of forthcoming major developments. Therefore we will crystallize and present business views to decision makers to influence the way the city develops. We will make sure that businesses are always kept informed.</p> <p><i>We will work with education and skills providers to help deliver a more skilled and committed workforce.</i> The city work force needs to be more aligned to the needs of City Centre employers. We will be the face of City centre business to Schools, FE Colleges and the Universities to create better opportunities for employers and prospective employees. We will promote apprenticeships, internships and efforts to increase graduate retention. We will also look to nurture new/start-up businesses in the City centre through signposting and working with partners.</p> <p><i>We will actively support new investment in the City and ensure that our status as a commercial centre of regional, national and international importance is recognised and promoted.</i> Southampton has a catalogue of outstanding opportunities for future investment. We will work with land owners and the City Council to market these opportunities and to increase the critical mass of commercial activity in the City Centre.</p> |

Indicative 5-year GoSouthampton BID BUDGET

Figures have been estimated as a cost of setting up and running over the course of 5 years. For some projects, much of the cost will be front-loaded. The BID will have to decide which projects it wishes to get underway quickly in its first year, and which it will make longer-term priorities.

1.5% levy, with 1.4% levy for main serviced areas, threshold £15,000, 80% charitable discount apart from for retail arms of charities. This budget excludes indexing but the Arrangements allow for an annual increase in the BID Levy in line with RPI or CPI (whichever is lower) at the discretion of the BID Board.

| Income | | 2017/2018 | 2018/2019 | 2019/2020 | 2020/2021 | 2021/2022 | Total 5-year budget |
|-------------------------------|---|-----------------|-----------------|-----------------|-----------------|-----------------|---------------------|
| | Levy Outturn | £1,087,504 | £1,087,504 | £1,087,504 | £1,087,504 | £1,087,504 | £5,437,520 |
| | Assume 95% collection | £1,033,129 | £1,033,129 | £1,033,129 | £1,033,129 | £1,033,129 | £5,165,644 |
| | <i>External funding target (NOTE: this is a target but has not been included in the spend budget below)</i> | <i>£108,750</i> | <i>£163,126</i> | <i>£217,501</i> | <i>£271,876</i> | <i>£271,876</i> | <i>£1,033,129</i> |
| Core Costs | | | | | | | |
| | Total including funding target | £1,141,879 | £1,196,254 | £1,250,630 | £1,305,005 | £1,305,005 | £6,198,773 |
| | CEO (inc 16% on-costs) | £92,800 | £92,800 | £92,800 | £92,800 | £92,800 | £464,000 |
| | Admin/Office support (inc. 16% on-costs) | £26,680 | £26,680 | £26,680 | £26,680 | £26,680 | £133,400 |
| | Office costs & consumables | £16,000 | £16,000 | £16,000 | £16,000 | £16,000 | £80,000 |
| | Corporate Comms (inc. new website) | 20,000 | 10,000 | 10,000 | 10,000 | 10,000 | £60,000 |
| | Levy collection cost | £40,708 | £19,032 | £19,032 | £19,032 | £19,032 | £116,836 |
| | Paying back set-up loan from the council | £30,400 | £30,400 | £30,400 | £30,400 | £30,400 | £152,000 |
| | Insurance | £5,000 | £5,000 | £5,000 | £5,000 | £5,000 | £25,000 |
| | Ongoing recruitment/ HR budget | £3,000 | £1,000 | £1,000 | £1,000 | £1,000 | £7,000 |
| Contingency | | | | | | | |
| | Total | £234,588 | £200,912 | £200,912 | £200,912 | £200,912 | £1,038,236 20% |
| | Contingency (5% of income) | £51,656 | £51,656 | £51,656 | £51,656 | £51,656 | £258,282 |
| | Total | £51,656 | £51,656 | £51,656 | £51,656 | £51,656 | £258,282 5% |
| Better City Centre Experience | | | | | | | |
| MAIN OBJECTIVE / THEME | DETAIL | | | | | | |
| | CLEANER CITY CENTRE | £80,000 | £60,000 | £60,000 | £60,000 | £60,000 | £320,000 |
| | SAFER CITY CENTRE | £75,000 | £75,000 | £75,000 | £75,000 | £75,000 | £375,000 |
| | COORDINATED AND BETTER EVENTS PROGRAMME | £115,000 | £160,000 | £170,000 | £170,000 | £170,000 | £785,000 |
| | BETTER TRANSPORT | £90,000 | £90,000 | £90,000 | £90,000 | £90,000 | £450,000 |
| Better Marketing | | | | | | | |
| | TOTAL | £360,000 | £385,000 | £395,000 | £395,000 | £395,000 | £1,930,000 37% |
| | BETTER WELCOME | £95,000 | £115,000 | £95,000 | £95,000 | £95,000 | £495,000 |
| | BIGGER WELCOME | £50,000 | £65,000 | £75,000 | £75,000 | £75,000 | £340,000 |
| | LOCAL AND LONGER | £75,000 | £75,000 | £75,000 | £75,000 | £75,000 | £375,000 |
| | CONDUIT FOR DATA & INNOVATION | £25,000 | £20,000 | £20,000 | £20,000 | £20,000 | £105,000 |
| Stronger Business Community | | | | | | | |
| | TOTAL | £245,000 | £275,000 | £265,000 | £265,000 | £265,000 | £1,315,000 25% |
| | BETTER ECONOMIES OF SCALE | £30,000 | £10,000 | £10,000 | £10,000 | £10,000 | £70,000 |
| | BETTER VOICE FOR BUSINESS | £15,000 | £15,000 | £15,000 | £15,000 | £15,000 | £75,000 |
| | DEVELOPING AND RETAINING SKILLS & TALENT | £80,000 | £80,000 | £80,000 | £80,000 | £80,000 | £400,000 |
| | INVESTMENT OPPORTUNITIES | £15,000 | £15,000 | £15,000 | £15,000 | £15,000 | £75,000 |
| | TOTAL | £140,000 | £120,000 | £120,000 | £120,000 | £120,000 | £620,000 12% |

| | | | | | | | |
|---|------------|------------|------------|------------|------------|------------------|------|
| Total Levy income | £1,033,129 | £1,033,129 | £1,033,129 | £1,033,129 | £1,033,129 | 5,165,644 | |
| Total available to spend | £1,033,129 | £1,035,013 | £1,035,574 | £1,036,134 | £1,036,694 | | |
| Total spend | £1,031,244 | £1,032,568 | £1,032,568 | £1,032,568 | £1,032,568 | £5,161,518 | 100% |
| Total carried over in to next year | £1,884 | £2,445 | £3,005 | £3,565 | £4,126 | 4,126 | |

GoSouthampton will be a not-for-profit company limited by guarantee. If there is any surplus at the end of the financial year it will be reinvested into the BID in the following year.